

BEFORE
THE PUBLIC SERVICE COMMISSION OF
SOUTH CAROLINA
DOCKET NO. 95-663-C - ORDER NO. 95-764✓
MARCH 22, 1995

IN RE: Request for a Rule to Show Cause Order) ORDER
 Concerning the Marketing Practices of) ISSUING
 Keystone Telecommunications.) RULE TO
) SHOW CAUSE

This matter comes before the Public Service Commission of South Carolina (the Commission) pursuant to two complaints concerning the business practices of Keystone Telecommunications (Keystone or the Company).

The first complainant stated that Keystone called and, through its representative, identified itself as being a part of Southern Bell and promised lower rates. Keystone then changed the customer's long distance service, and the complainant found out about it when she read a letter from the Company welcoming her to the service.

The second complainant stated that a representative of Keystone represented himself as being a part of AT&T. Although a representative subsequently called the consumer back, and made a correction, the misrepresentation had already been made.

As we have stated in past Orders, the Commission is very concerned about the marketing practices used by resellers in the State of South Carolina, as is evidenced by our Marketing

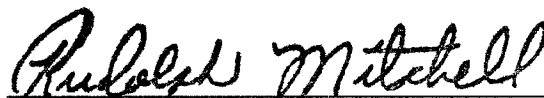
Guidelines proceeding in Docket No. 94-559-C. See also Order No. 95-241. The representations made by Keystone and/or its agents to consumers in South Carolina appear to be misleading, if not downright fraudulent. We believe that these practices bring into question the fitness of the Company to hold a Certificate of Public Convenience and Necessity. The Commission therefore holds that Keystone shall hereby appear before this Commission at such time as may be set by Staff, and show cause why its Certificate of Public Convenience and Necessity should not be revoked because of the use of unfair and/or fraudulent marketing practices within the State of South Carolina.

IT IS THEREFORE ORDERED THAT:

1. Keystone Telecommunications shall appear at such time as may be designed by the Staff to show cause why its Certificate of Public Convenience and Necessity should not be revoked for the employment of unfair and/or fraudulent marketing techniques within the State.

2. This Order shall remain in full force and effect until further Order of the Commission.

BY ORDER OF THE COMMISSION:


Chairman

ATTEST:


Executive Director
(SEAL)